

Message Text

UNCLASSIFIED

PAGE 01 SYDNEY 01520 180820Z

41

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 /018 W
----- 108428

R 180705Z JUL 75
FM USCONSUL SYDNEY
TO USDOC WASHDC
INFO SECSTATE WASHDC 6341
AMEMBASSY CANBERRA

UNCLAS SYDNEY 1520

E.O. 11652: N/A
TAGS: BEXP, AS
SUBJ: LICENSING OPPORTUNITY: PREMIUM BOTTLED BEER

1. BRITISH MEDICAL LABORATORIES, P.O. BOX 31, ARNCLIFFE,
NSW, AUSTRALIA 2205 IS MANUFACTURER OF PROPRIETARY
PHARMACEUTICALS AND YEASTS. TO TAKE ADVANTAGE OF
COMPLIMENTARY BY-PRODUCTS, COMPANY PLANS TO ESTABLISH A SMALL
BREWERY PRODUCING BOTTLED BEER FOR THE PREMIUM BEER MARKET.
A LICENSE AGREEMENT OR JOINT VENTURE IS SOUGHT WITH BREWERY
ABLE TO PROVIDE PRESTIGE NAME, FORMULA, AND TECHNICAL ADVICE.

2. PROSPECTIVE LICENSER SHOULD BE AWARE THAT AUSTRALIAN
PER CAPITA BEER CONSUMPTION IS AMONG HIGHEST IN WORLD, AND
LOCAL BEERS GENERALLY HAVE HIGHER ALCOHOL CONTENT THAN
AMERICAN, ABOUT SIX PERCENT BY VOLUME. PROSPECTS SHOULD
ALSO BE AWARE THAT COMPANY PLANS TO SEEK PARTNER IN EUROPE
AS WELL AS IN U.S.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 18 JUL 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975SYDNEY01520
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750248-1200
From: SYDNEY
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750740/aaaabkdq.tel
Line Count: 45
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 1
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: hartledg
Review Comment: n/a
Review Content Flags:
Review Date: 07 MAR 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <07 MAR 2003 by ThomasVJ>; APPROVED <23 MAR 2004 by hartledg>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: LICENSING OPPORTUNITY: PREMIUM BOTTLED BEER
TAGS: BEXP, AS
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006